



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Media Placement Technologies
500 North Washington Street
Suite 303
Alexandria, VA 22314

Contract # 329042

Schedule Dates 10/16/12-10/22/12
Advertiser Pol/R McKenna/R/Governor (16706)
Agency Media Placement Technologies (4260)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name MEADE,NICOLE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments MCKENNA FOR GOVERNOR
ROB MCKENNA FOR GOVERNOR,

Date Entered 08/27/12
Last Modified 09/20/12
Entered By Dana Dixon
CO-OP No
Headline # 06282727
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,989.25
Net Total \$73,605.75
Sales Tax

Seattle (KIRO)

By Broadcast Month	Spots	Rate
Oct. 2012	88	\$86,595.00
Grand Total:	88	\$86,595.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	4:27A- 4:59A (PST)			1	1	1	1			4	\$110.00	\$440.00	Seattle (KIRO)	430AM NEWS	8/27/12
2.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	4:27A- 4:59A (PST)		1							1	\$110.00	\$110.00	Seattle (KIRO)	430AM NEWS	8/27/12
3.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	4:57A- 5:59A (PST)			1	1	1	1			4	\$200.00	\$800.00	Seattle (KIRO)	5AM NEWS	8/27/12
4.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	4:57A- 5:59A (PST)		1							1	\$200.00	\$200.00	Seattle (KIRO)	5AM NEWS	8/27/12
5.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	5:58A- 7A (PST)			1	1	1	1			4	\$325.00	\$1,300.00	Seattle (KIRO)	6AM NEWS	8/27/12
6.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	5:58A- 7A (PST)		1							1	\$325.00	\$325.00	Seattle (KIRO)	6AM NEWS	8/27/12
7.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	7A- 9A (PST)			2	2	2	2			8	\$150.00	\$1,200.00	Seattle (KIRO)	THIS MORN	8/27/12
8.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	7A- 9A (PST)		2							2	\$150.00	\$300.00	Seattle (KIRO)	THIS MORN	8/27/12
9.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	6:57A- 8:30A (PST)							1		1	\$145.00	\$145.00	Seattle (KIRO)	SAT 7AM NEWS	8/27/12
10.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	9:58A- PRICE IS RIGHT			1	1	1	1			4	\$935.00	\$3,740.00	Seattle (KIRO)	PRICE IS RIGHT	8/27/12
11.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	9:58A- PRICE IS RIGHT		1							1	\$935.00	\$935.00	Seattle (KIRO)	PRICE IS RIGHT	8/27/12
12.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	12P- 12:30P (PST)			1	1	1	1			4	\$260.00	\$1,040.00	Seattle (KIRO)	NOON NEWS	8/27/12
13.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	12P- 12:30P (PST)		1							1	\$260.00	\$260.00	Seattle (KIRO)	NOON NEWS	8/27/12
14.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	1:58P- 3P (PST)		1							1	\$195.00	\$195.00	Seattle (KIRO)	DEAL	8/27/12

CONFIRMATION CONTRACT

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15.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	3:58P- 5P (PST)			1	1	1	1			4	\$350.00	\$1,400.00	Seattle (KIRO)	JUDGE JUDY	8/27/12
16.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	3:58P- 5P (PST)		1							1	\$350.00	\$350.00	Seattle (KIRO)	JUDGE JUDY	8/27/12
17.0	Normal Line / Spot	10/16/12-10/19/12	4	:30	5P- 5:30P (PST)			1	1	1	1			4	\$550.00	\$2,200.00	Seattle (KIRO)	5PM NEWS	8/27/12
18.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	5P- 5:30P (PST)		1							1	\$550.00	\$550.00	Seattle (KIRO)	5PM NEWS	8/27/12
19.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	5:30P- 6P (PST)			1	1	1	1			4	\$500.00	\$2,000.00	Seattle (KIRO)	530PM NEWS	8/27/12
20.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	5:30P- 6P (PST)		1							1	\$500.00	\$500.00	Seattle (KIRO)	530PM NEWS	8/27/12
21.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	6P- 6:30P (PST)			1	1	1	1			3	\$500.00	\$1,500.00	Seattle (KIRO)	6PM NEWS	8/27/12
21.0.1	Preempt	10/16/12															Seattle (KIRO)	Program Change/Exception -	
22.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	6P- 6:30P (PST)		1								\$500.00		Seattle (KIRO)	6PM NEWS	8/27/12
22.0.1	Preempt	10/22/12															Seattle (KIRO)	Program Change/Exception -	
23.0	Normal Line / Spot	10/20/12-10/20/12	4	:30	5P- 5:30P (PST)							1		1	\$400.00	\$400.00	Seattle (KIRO)	SAT 5PM NEWS	8/27/12
24.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	5:30P- 6P (PST)							1		1	\$400.00	\$400.00	Seattle (KIRO)	SAT 530PM NEWS	8/27/12
25.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	6:30P- 6:55P (PST)							1		1	\$400.00	\$400.00	Seattle (KIRO)	SAT 630PM NEWS	8/27/12

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26.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	6:58P- ENTERTAINMENT TONIGHT			1	1	1	1			3	\$475.00	\$1,425.00	Seattle (KIRO)	ENTERTAINMENT	8/27/12
26.0.1	Preempt	10/16/12															Seattle (KIRO)	Program Change/Exception -	
27.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	6:58P- ENTERTAINMENT TONIGHT		1								\$475.00		Seattle (KIRO)	ENTERTAINMENT	8/27/12
27.0.1	Preempt	10/22/12															Seattle (KIRO)	Program Change/Exception -	
28.0	Normal Line / Prime	10/16/12-10/16/12	2	:30	7:57P- NCIS			1						1	\$8,000.00	\$8,000.00	Seattle (KIRO)	NCIS	8/27/12
29.0	Normal Line / Prime	10/16/12-10/16/12	2	:30	9P- NCIS: LOS ANGELES			1						1	\$7,500.00	\$7,500.00	Seattle (KIRO)	NCIS:LA	8/27/12
30.0	Revised Line / Prime	10/16/12-10/16/12	4	:30	10P- VEGAS			1									Seattle (KIRO)		8/27/12
30.1	Normal Line / Prime	10/16/12-10/16/12	2	:30	10P- VEGAS			1						1	\$6,500.00	\$6,500.00	Seattle (KIRO)		9/20/12
31.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	11P- 11:35P (PST)			1	1	1	1			4	\$1,500.00	\$6,000.00	Seattle (KIRO)	11PM NEWS	8/27/12
32.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	11P- 11:35P (PST)		1							1	\$1,500.00	\$1,500.00	Seattle (KIRO)	11PM NEWS	8/27/12
33.0	Normal Line / Spot	10/20/12-10/21/12	2	:30	11P- 11:35P (PST)							1	1	2	\$1,500.00	\$3,000.00	Seattle (KIRO)	WKND 11PM NEWS	8/27/12

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34.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN			1	1	1	1			4	\$300.00	\$1,200.00	Seattle (KIRO)	D LETTERMAN	8/27/12
35.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		1							1	\$300.00	\$300.00	Seattle (KIRO)	D LETTERMAN	8/27/12
36.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	1:58P- 3P (PST)			1	1	1	1			4	\$195.00	\$780.00	Seattle (KIRO)	DEAL	8/27/12
37.0	Normal Line / Prime	10/17/12-10/17/12	4	:30	7:58P- 9P (PST)				1					1	\$4,700.00	\$4,700.00	Seattle (KIRO)	SURVIVOR	8/27/12
38.0	Normal Line / Prime	10/18/12-10/18/12	3	:30	9P- PERSON OF INTEREST					1					\$4,000.00		Seattle (KIRO)	PERSON OF INTEREST	8/27/12
38.0.1	Closed Preempt	10/18/12															Seattle (KIRO)	No Avail/Exception -	
39.0	Normal Line / Prime	10/18/12-10/18/12	3	:30	10P- ELEMENTARY					1				1	\$4,700.00	\$4,700.00	Seattle (KIRO)		8/27/12
40.0	Normal Line / Prime	10/19/12-10/19/12	3	:30	9P- MADE IN JERSEY						1			1	\$2,500.00	\$2,500.00	Seattle (KIRO)		8/27/12
41.0	Normal Line / Prime	10/19/12-10/19/12	3	:30	10P- BLUE BLOODS						1			1	\$2,500.00	\$2,500.00	Seattle (KIRO)	BLUE BLOODS	8/27/12
42.0	Normal Line / Prime	10/21/12-10/21/12	4	:30	6:57P- 60 MINUTES								1	1	\$3,400.00	\$3,400.00	Seattle (KIRO)	60 MIN	8/27/12
43.0	Normal Line / Prime	10/21/12-10/21/12	4	:30	9P- THE GOOD WIFE								1	1	\$3,900.00	\$3,900.00	Seattle (KIRO)	GOOD WIFE	8/27/12
44.0	Normal Line / Sports-Football	10/21/12-10/21/12	2	:30	9:56A- NFL FOOTBALL								1	1	\$6,500.00	\$6,500.00	Seattle (KIRO)		9/20/12
45.0	Normal Line / Sports-Football	10/20/12-10/20/12	2	:30	12:30P- COLLEGE FOOTBALL							1		1	\$1,500.00	\$1,500.00	Seattle (KIRO)		9/20/12

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